

## **Nelson, Bettie L**

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**From:** Angel, Jan (MDF)  
**Sent:** Monday, April 23, 2001 5:13 PM  
**To:** Adams, Candace R.; Nelson, Bettie L; Gullotta, Frank P.; Roethig, Hans-Juergen  
**Cc:** Chemla, Marc R.  
**Subject:** RE: QUESTIONS FOR ACCORD STUDY

I realize that a draft questionnaire is needed quickly for your upcoming Accord Study.

To this end, in addition to the Accord-related questions we have provided on smoking lifestyles and self-restrictions, I want to make sure that you have the benefit of years of PM research on sensory testing of cigarettes. A document issued in October, 1998 compiles the best learning from PM sensory testing conducted among adult smokers in marketplaces around the world. This document is entitled "Blind Product Testing Guidelines." Although this document primarily discusses guidelines for establishing ongoing external panels, and although Accord tests the limits of a "blind" product test, we are still using the scales and wording from this document wherever possible. Over the years and across countries where sensory testing has been conducted, we have gained excellent learning of what works and what does not work, fundamentally, in questionnaire design for cigarette sensory tests. For example, relating to your enclosure:

Seven-point end-anchored scales give the most reliable data across adult smokers, across most countries.

We usually ask liking (please note that the scale in Q. 22 draft is liking whereas the question asks about strength)

We ask a few key diagnostic/objective questions, and these run from low to high: not at all strong to very strong (Q. 22)—please note that we do not typically clarify this scale, but we do describe "harshness" (below), easy to draw - hard to draw (Q. 23), no (tobacco) taste to a lot of (tobacco) taste (Q. 24)....

We do not put two different terms at each endpoint in case these attributes are not truly opposites. The harshness scale example in the Guidelines and on our Oasis Consumer Panel ballot reads: "Do you feel any harsh sensation on the tongue and/or in the throat while smoking?" and options are No harsh sensation to A very harsh sensation.

We do not ask Q. 28. Instead, we ask "How would you rate this cigarette in comparison with your own brand?" and give options of "Completely different" up to "Identical".

Please give these recommendations your consideration. If you would like to discuss further, there are several sensory experts who contributed to this historical learning. I will be glad to discuss with you or refer you to one of these experts.

-----Original Message-----

**From:** Adams, Candace R.  
**Sent:** Monday, April 23, 2001 4:13 PM  
**To:** Angel, Jan (MDF)  
**Subject:** FW: QUESTIONS FOR ACCORD STUDY

Jan, Wanted to forward you a copy of Bettie's first draft for their Accord study.

**Candace**

Candace R. Adams  
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-----Original Message-----

**From:** Nelson, Bettie L  
**Sent:** Friday, April 20, 2001 1:07 PM  
**To:** Roethig, Hans-Juergen; Gullotta, Frank P.  
**Cc:** Adams, Candace R.  
**Subject:** QUESTIONS FOR ACCORD STUDY

Hans and Frank,

Attached is the first draft of questions for the Accord study. The questions were obtained from in the Total Exposure Study, the Fagerstrom Test for Nicotine Dependence, the Consumer Opinion Center and from a study done by Frank. Please review it and determine whether this will suit our needs. Please send back any comments you may have.

With best regards,

*Bettie*

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